Marketing Safety

Do's, Don'ts, and Lessons Learned

Topics

1. What exactly is “safety”?
2. The importance of communicating
3. Types of messages
4. Opportunities and what works
5. Challenges and what doesn’t work
6. Setting priorities

What exactly is "safety"?

Effectively accomplishing the mission

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Avoiding losses that diminish readiness

What safety isn't

- Careless and unprofessional actions
- Increased risk of avoidable mishaps
- Unreliability
- Cutting corners
- Accepting unnecessary risk
- Hoping you'll get lucky

Safety messages

- Risk management (on- and off-duty)
- Rules and precautions (do's and don'ts)
- Mishaps and close calls
- Inspection and enforcement

Communicating is crucial

- Ignoring hazards and risks makes them seem permanent or acceptable
- Preventable mishaps appear unavoidable
- Junior personnel adopt bad habits as the way things are done
- Not communicating sends the message that you don’t care

Key part of the system

Policy is useless if people don't read it

Why do internal audits if you don't share results?

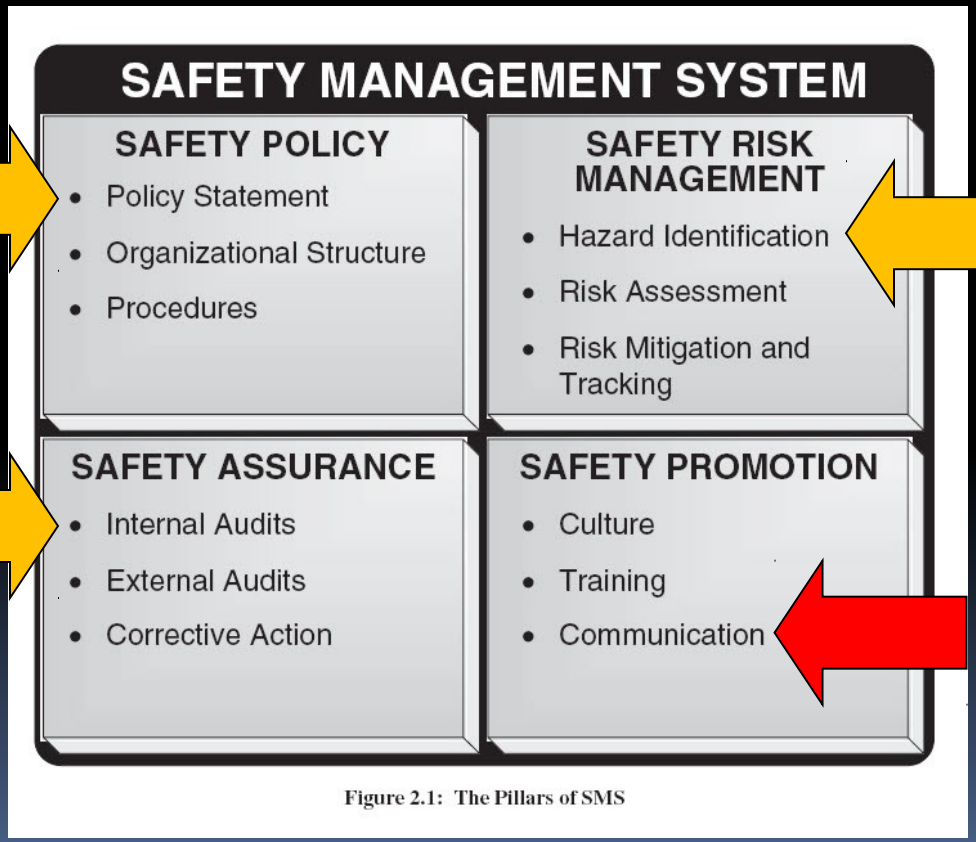


Figure 2.1: The Pillars of SMS

Why identify hazards if you don't publicize them?

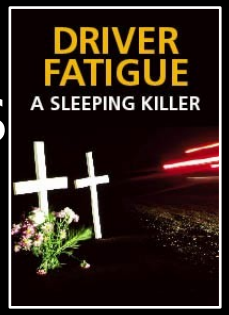
Appears last on this list, but is key to many other

Types ofm essages

- Print (newsletters, artic

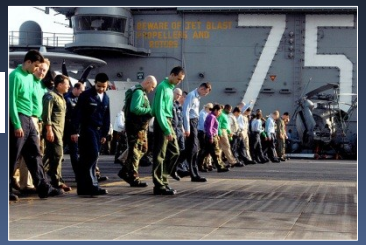
- Email

- Posters



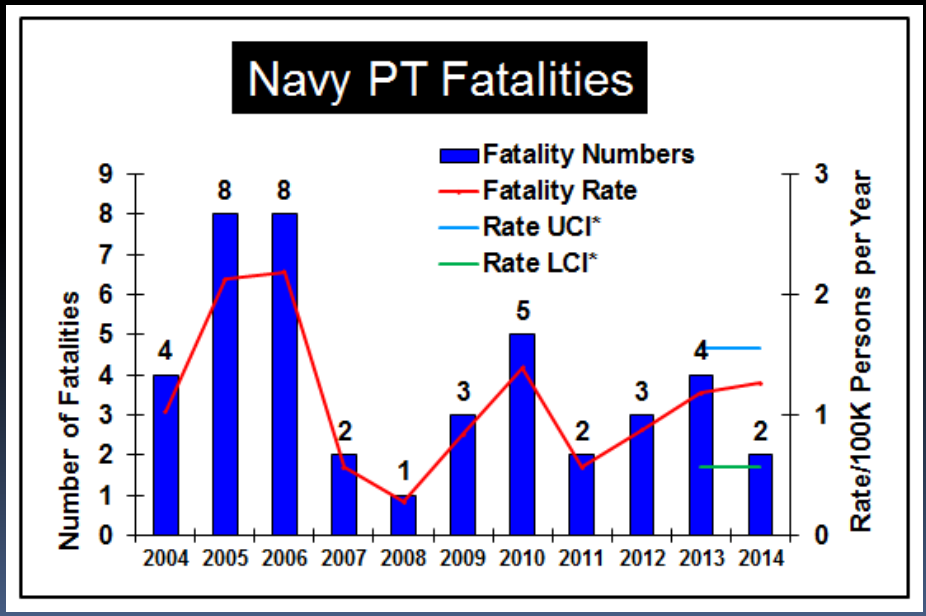
- Briefs, lectures, discussions (talking the talk)

- Walking the wal



Content of communications

- Mishaps, near-mishaps (and how to avoid them)
- Trends, data
- Hazard alerts
- Rules, policy
- Anecdotes
- Advice



Why communicate?

- Provide information
- Raise awareness of the importance of an issue
- Motivate audience to change behavior

For example

- Information
  - The BAC for a DUI is 0.08.
  - I’m planning to bar-hop this weekend.
- Awareness
  - I’m bar-hopping right now.
  - I’ve had 5 drinks in two hours and my BAC is in the danger zone.
- Motivation: If I get a DUI, my career goes down the crapper.

For example

- Information: Gun owners fire their weapons by mistake occasionally.
- Awareness:
  - This pistol in my hand was loaded recently.
  - “Thinking” it’s unloaded isn’t good enough.
- Motivation: Firing it by mistake can be painful and expensive.

Typical products: Pros

- Print-media articles – *Large potential audience, informative*
- Status reports, “how’s it going” – *Awareness, accomplishments*
- Bulletin boards, banners, billboards – *Quick, easy, fast, flexible*
- Posters – *Attention-getting*
- Warning signs, placards – *Important, precise*

What works

- ✓ Direct, specific information that applies to audience needs/concerns
- ✓ Facts and realism
- ✓ Humor
- ✓ Messages tailored to audience
- ✓ Messages that stress successful completion of an activity/task

Five good rules

1. Have a specific purpose.
2. Have a clear target audience.
3. Get to the point.
4. Create communication products to meet a current need.
5. Use different products for different audiences.

Typical products: Cons

- Print media articles – *Dull, not actionable*
- Status reports – *Misleading*
- Bulletin boards, banners, billboards – *Cluttered, distracting, overly simple*
- Posters – *Dumb, stale*
- Warning signs, placards – *Hidden, defaced, ignored*

It's getting easier to communicate, isn't it?

- Email
- Cell phones
- Texting
- Wi-Fi, internet almost everywhere
- Explosion of social media

No, it isn't

- People swamped with input and messages
- Overload and clutter
- Email = spam
- Texting = distracted driving

Challenges

- Clarity always hard to achieve, even verbally, face-to-face
- Loss of person-to-person skills
- Less time spent reading
- Easy to opt out of what you don't want

Why safety is a tough sell

- Audience has heard some messages 100 times
- Precautions make jobs harder, not easier
- Buzzkill for off-duty recreation
- Turns into lecture or ha
- Puts you to sleep
- Doesn’t apply
- Obviously lip service

Messages that don't work

- Contain platitudes
- Are boring or depressing
- Wordy
- Lack focus
- Fail to make it clear what the reader or listener should do

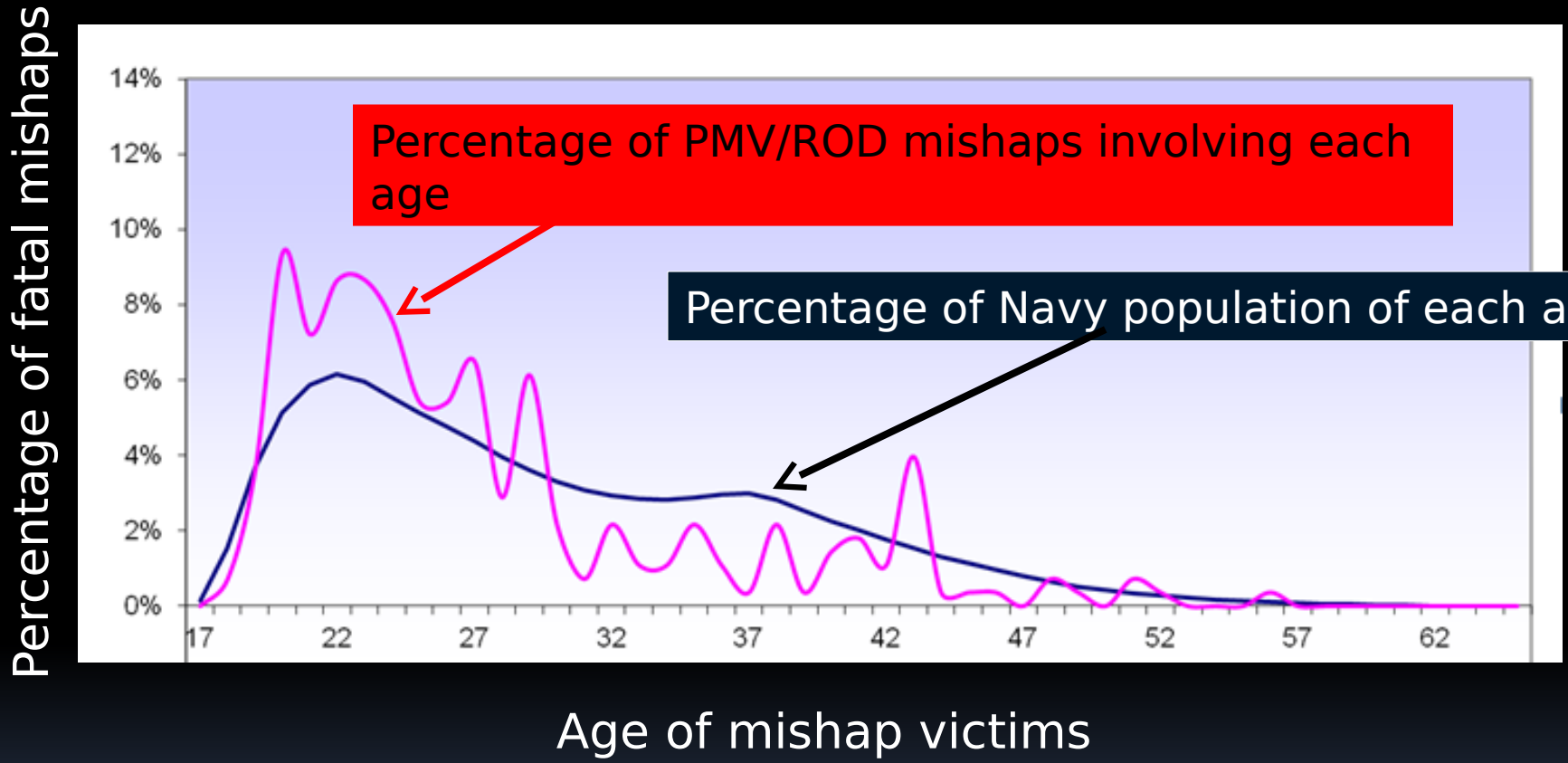
Five bad habits

1. Imagining you have a captive audience.
2. Assuming everyone else cares about what you care about.
3. Offering unrealistic advice.
4. Not treating communication as a process.
5. Failing to “sell” the issue or document the risk.

High-risk areas and trends

- PMV, especially motorcycles (56% of all mishap fatalities in FY13)
- Off-duty/rec – produces significant # of injuries
- Human error – factor in vast majority of mishaps

Age-related danger zone



For example: 20-year-olds = 5% of population, 10% of mishaps

Data based on 5-year averages

Resources on NSC web site

At www.public.navy.mil/comnavsafecen:

- “Safe Tips” on numerous topics
- Presentations, posters, videos
- Humor (Photo of the Week, Friday Funnies, presentations)
- Data and statistical studies
- Information about safety surveys and climate assessments

Contact us

- Call: 757-444-3520 (Public Affairs Officer's extension is 7312)
- Email: safe-mediafdbk@navy.mil
- Feedback links on our main web page
- Staff directory at www.public.navy.mil/comnavsafecen/Documents/staff/Website_Directory.doc